

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT
(CTBID) BOARD**

AGENDA

April 11, 2006

1:00 p.m. – 3:00 p.m.

**La Costa Resort & Spa, Las Palmas 2 Room in the Costa del Sol Ballroom
2100 Costa del Mar Road
Carlsbad, CA**

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER: 1:00 p.m.

II. ROLL CALL:

III. APPROVAL OF AGENDA: April 11, 2006

IV. APPROVAL OF MINUTES OF FEBRUARY 15, 2006 MEETING

To approve the minutes of the February 15, 2006 CTBID Board of Directors meeting.

V. AB # 0406-6 ADOPTION OF RULES OF PROCEDURE, PROFESSIONAL SERVICES, AND ESTABLISHING REGULAR MEETING TIME AND PLACE

To approve Agenda Bill #0406-6, Adoption of Rules of Procedure, Professional Services, and Establishing Regular Meeting Time and Place.

VI. AB # 0406-7 REQUEST FOR QUALIFICATIONS/ PROPOSALS – TOURISM PROMOTION AND MARKETING SERVICES

To approve the RFP that would be distributed to the tourism industry, seeking proposals for the implementation of the CTBID marketing plan.

VII. SET DATE FOR NEXT MEETING – (ACTION)

The Board is being requested to choose a date for the next meeting.

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

PUBLIC COMMENT

ADJOURNMENT